



## HYBRID WORKFORCE: A NEW PRODUCTIVITY TOOL FOR MILLENNIAL GENERATION

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### Abstract

*With the onset of COVID-19, our communal way of life at work turned turtle, and before we knew it, remote working promptly took over as isolation rules were ordained across the world. A hybrid work schedule combines on-premise and remote models and creates a unique (and more flexible) environment - one where team members alternate time in the office with a bit of remote work. Hybrid work is a flexible work model that supports a blend of in-office, remote, and on-the-go workers. It offers employees the autonomy to choose to work wherever and however they are most productive. The research paper highlights why hybrid workforce is a new productivity tool for Gen Y generation.*

**Keywords:** *Hybrid work, Millennial, Productivity.*

### Introduction

Millennia's also known as Gen Y or Gen Y are the demographic cohort following Gen X preceding Gen Z or Net Gen. Happy & engaged employees.

| Generation | Born      | Ages  |
|------------|-----------|-------|
| Gen X      | 1997-2012 | 10-25 |
| Gen Y      | 1981-1996 | 26-41 |
| Gen X      | 1965-1980 | 42-57 |
| Boomers II | 1955-1964 | 58-67 |

**Source:** Age Range by Gen\_besesford Research

### Benefits of a Hybrid Work Model

- Improved company culture
- More efficient workplaces
- Lower operational costs
- Better work life balance
- More freedom
- Improve employee experience
- Decreased infrastructure costs

### Disadvantages of a Hybrid Work Model

- Harder to collaborate with remote employees
- Faster employee burnout
- Difficulty keeping up with hybrid schedules
- Not suitable for all industries
- No face to face connection
- Lack of access to inform
- Decreased collaboration
- Loneliness & isolation



## Results & Discussions based on Literature Review

### Key Findings of the Survey of Employee:

- Majority of employees prefer hybrid work, 25% want to work remotely: survey the report titled shaping the Future of Work in India's Tech Industry, includes a survey of the stakeholders of 75 public firms.
- Given a choice, nearly 70% of employees in digital fields would prefer a combination of remote & on side work models, while 25% would opt for completely remote work. As many as 70% of Tech services buyers said they are comfortable with hybrid models.
- The survey also revealed that employees miss the informal & social interaction, in-person formal meetings & better work set up.
- A total of 86% Indian employees have seen an increase in productivity since shift to hybrid work (AFP). A majority of the employees believe that if don't address their hybrid work processes and plans, they will lose staff & will unable to attract new talent.

### Key Findings of the Survey of Employers:

- Research from Owl Labs found that remote and hybrid employees were 22% happier than workers in an onsite office environment and stayed in their jobs longer. Plus, remote workers had less stress, more focus and were more productive than when they toiled in the office.
- They highly value productivity. People tend to do better at those things that they value since they put more effort into them. A recent survey by Microsoft found that 93% of its Gen Y respondents believe productivity is the key to happiness.
- More than 80% of the IT firms & GCCsr most likely to adopt a hybrid work model as compared to the rest of the industry segment, the survey says.
- After almost 2 years of working remotely amid the ongoing pandemic, firms seem to plan broader office reopening & bringing their employees back to the office. However, a report by industry lobby NASSCOM & Boston Consulting Group (BCG) has found that barely 5% of Tech staff are willing to return full time to workplaces.
- NASSCOM said the newer working models may include a higher adaptation of pay on-demand models involving gig workers & freelancers.
- Firms are also planning to change their geographical footprints & shift the focus to tier 2 or tier 3 towns. The approach aims to attract & retain highly skilled talent spread across geographies. (The study is based on a survey conducted during the 3<sup>rd</sup> quarter (July-Sep) 2021 involving about 21 lakh respondents from across the globe. Of this 500 were from India, said BCG Managing Director & Partner Nitin Chandalia.
- A total of 74% of Indian employees are of the belief that a hybrid working model is here to stay & that they need to address processes & plan within it to ensure employee retention. This was revealed by a study titled Recruit, Retain & Grow. Conducted by a global communications & collaboration company to understand the current scenario around work policies, culture & wellness.
- The study analyzed work policies of over 2500 global business decision makers of which 102 were Indian companies. The results mentioned here are views of the Indian employers. Nearly 54% of Indian companies are worried about the long term impact on employee wellness due to the shift to hybrid work. They agree that culture & workplace wellness during hybrid working needs to be relooked. In addition to this 43% of Indian organizations have experienced the effects of the great resignation & stated that they have had higher staff turnover since the pandemic. A total of 81% of Indian organizations say the pandemic & increased home working have made fostering & retaining work culture harder than ever.

### Key Findings of the Survey for Employers:

**1. Provide Equality of Work Experience to All Employees:** Whether employees are working from home or the office, they need to have the right tools & technology to work effectively from anywhere. (Office cubical or dining room).



**2. Re-Evaluate Workspaces:** Evolution of down to how offices are personal & used. This means re-evaluating how these physical spaces are used in a hybrid arrangement in the future & how spaces will be used to ensure they deploy the right audio & video solutions.

**3. Shift Focus from Office Benefits to People Benefits:** To ensure employee wellbeing is protected companies should focus on creating employee friendly policies & budgets that suit the hybrid workforce. For example companies can introduce policies that support employee's physical & mental health & host events & groups to build stronger interpersonal connections to improve wellness.

### Conclusion

Hybrid work is a flexible approach that allows employees to split their time between working in the office & working from home. Hybrid work varies in flexibility. The need for innovative solutions to create a workplace of the future. The future is not binary & many variations are possible across a continuum.

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